



**CITY OF SCOTTSDALE  
TOURISM DEVELOPMENT COMMISSION  
REGULAR MEETING**

**Tuesday, March 20, 2018**

**Kiva Forum – City Hall  
3939 N. Drinkwater Boulevard  
Scottsdale, Arizona 85251  
DRAFT MINUTES**

**PRESENT:** Linda Dillenbeck, Chairperson  
Camille Hill, Vice Chair  
Frank Ashmore  
Carl Grupp  
Ken McKenzie  
David Winter

**STAFF:** Karen Churchard  
Kim Curry-Evans  
Steve Geiogamah  
Bill Murphy  
Kroy Ekblaw  
Michael Gugisberg

**GUESTS:** Rachel Pearson, Experience Scottsdale

**1. Call to Order/Roll Call**

Vice-Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 8:01 a.m., and noted the presence of a quorum.

**2. Approval of Minutes**

- February 20, 2018 Special Session Minutes

Vice-Chair Dillenbeck invited comments and revisions on the minutes.

**COMMISSIONER MCKENZIE MOVED TO APPROVE THE MINUTES OF THE  
FEBRUARY 20, 2018 REGULAR AS PRESENTED. COMMISSIONER ASHMORE**

**SECONDED. THE MOTION CARRIED BY A UNANIMOUS VOTE OF SIX (6) TO ZERO (0).**

**3. Election of Chair and Vice Chair**

Steve Geiogamah solicited nominations for Chair.

**COMMISSIONER GRUPP MOVED TO APPOINT VICE-CHAIRPERSON DILLENBECK AS THE CHAIRPERSON. COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). VICE-CHAIRPERSON DILLENBECK ABSTAINED.**

Chair Dillenbeck called for nominations for Vice-Chair.

**COMMISSIONER GRUPP MOVED TO APPOINT COMMISSIONER HILL AS THE VICE-CHAIRPERSON. COMMISSIONER ASHMORE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). COMMISSIONER HILL ABSTAINED.**

**4. Canal Convergence Event Funding Request**

Karen Churchard reviewed that a year ago, the former Public Art Director came before the Commission and discussed having Canal Convergence become a destination event and moving it from the February time frame to November, going from a four-day event to a ten-day consecutive event. The proposal was approved by the Commission and City Council. At that time, no funding had been requested, other than \$150,000 to seed an international artist for the November, 2018 event. She introduced new Public Art Director, Kim Curry-Evans. Ms. Curry-Evans stated that the event began as a beautification project with SRP, which has since grown into an annual event. The vision has been to create a premiere destination event with use of art, water and light. This is accomplished through commissioning large-scale artwork, holding activities and establishing partnerships to bolster and celebrate all aspects of art. Moving to November will bolster tourism during the shoulder season. The goal is to be seen internationally as a destination while maintaining that which is authentic to Scottsdale. This ties in with the Downtown 2.0 study, expanding to become a two weekend, ten-day affair.

The budget last year includes \$500,000 for this iteration, excluding the \$150,000 that was going towards planning for November. There was also funding from corporate and individual sponsors, plus food and catering sales, for a total of approximately \$600,000. This was spent largely on artist fees and programming. Over \$124,000 was realized with regards to financial support, sales, in-kind contributions and partnerships. There were seven pieces of artwork from five countries and 30 live events specifically over the Canal Convergence timeline of four days. This included panels, workshops, bike ride and music. She played a brief video overview of the event.

Ms. Curry-Evans acknowledged the challenges, which included key staff transitions and inclement weather the first weekend. Some pieces that were on view during the day did

not necessarily have the desired nighttime presence. Finally, more artwork was needed. City Council requested metrics to illustrate how the event is being evaluated moving forward. Data includes attendance and details such as solid waste services reports. The attendance was approximately 32,855. During the time between the first and second weeks, a number of media spots generated strong interest. The program's first intercept survey by WestGroup Research yielded substantial useful information. It was revealed that 57 percent were first time attendees, with 76 percent very likely or somewhat likely to attend in November and 78 percent who found parking to be fairly or very easy.

For November, a world renowned artist is being commissioned to create a large-scale piece to be as large as the Reflection Rising piece, which was suspended over the canal this past iteration. More than 150 volunteers are crocheting with the artists to help create the piece. Installation of infrastructure will be needed, which includes permanent poles to be placed at the waterfront to assist with suspending many of the works of art. The marketing plan will include a closer, more strategic partnership with Experience Scottsdale. They will create a VIP experience, which will be a key component in terms of sponsorship and donor opportunities. Licensing and trademark options will be pursued. A total of \$990,000 is being requested, of which \$840,000 will be for November, 2018 with an additional \$150,000 as seed funding towards 2019.

Ms. Churchard clarified that the request is for \$240,000 for this fiscal year to start working with additional artists as well as for needed infrastructure on the waterfront. In the operating out of budget, the \$750,000 has been added. The request is for approval and recommendation to City Council. City Council will be seeing the budget for the first time on April 17th.

Vice-Chair Hill asked if Canal Convergence does anything with ArtWalk or the Downtown art galleries. Ms. Curry-Evans said that the goal for November is to connect to Marshall Way, Fifth Avenue, galleries, retail and storefronts with "Local Light." Local artists will be commissioned to work with galleries and business to have their work on view. This will serve as the preview to Canal Convergence. Ms. Churchard added that staff is talking to the Scottsdale Gallery Association. The plan is that they would have one of their Gold Palette ArtWalks on the Thursday between November 9th through the 18th.

Vice-Chair Hill asked how parking issues will be addressed. Ms. Curry-Evans said that staff spent considerable time mitigating this issue in advance, including placing parking suggestions on the City's website. As it turned out, there were few parking complaints for the event. Going forward, staff will continue to make information available on all parking alternatives.

Commissioner Ashmore stated that with 33,000 attending the event, the survey results of 300 people represent only one-tenth of one percent and inquired about surveying more people. He also asked about the target for attendance growth, including engaging the hospitality community. Ms. Curry-Evans stated that there did not seem to be as much local information compared to the national media push. There were Scottsdale citizens who did not know about the event. It is important to engage the local artist community. It is also a goal to reinforce local media attention. Mr. Geiogamah commented that the City had contracted with West Group to conduct the survey. Staff

indicated to them that a pool of 300 respondents would be satisfactory, based on attendance figures. Based on the new attendance numbers, this will be reviewed.

Chair Dillenbeck asked about the plan for corporate sponsorships; whether there is anticipated to be a request for more money from TDC on an annual basis or if this will be reduced, based on the ability to obtain sponsorships. Ms. Curry-Evans stated that staff is pursuing funding; commitments thus far include a potential corporate sponsor. The metrics going forward will include a comparison of City dollars to private/corporate funding. Commissioner Grupp commented that the TDC has shown great support for the arts, especially in the Downtown area. He asked whether the \$750,000 request is adequate. Ms. Churchard acknowledged that this is a great question. For FY 18/19, staff is not seeking seed money for November, 2020. This is the first year for balancing the transition. In response to a question from Commissioner Grupp, Ms. Churchard confirmed that the first week of the event occurred during Spring Training.

Commissioner McKenzie asked how much funding would remain available for other projects, should the TDC approve this funding request. Mr. Geiogamah said that for 18/19, the carryover balance is anticipated to be \$15 million. From his understanding, \$750,000 would be scheduled to come out next fiscal year from the carryover. Commissioner Winter asked whether this would be a one-time event in November or whether it would carry over into the February/March events in 2019. Ms. Curry-Evans stated that for November, the artwork will debut and a number of pieces will stay up beyond Canal Convergence into the coming months. Commissioner Grupp commented on the importance of the focus on local artists, including the potential of a signature piece from a local artist.

**VICE CHAIR HILL MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF \$990,000; \$240,000 FROM FY 2017/18 AND \$750,000 FROM FY 2018/19. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A UNANIMOUS VOTE OF SIX (6) TO ZERO (0).**

## **5. FY 2018/19 Tourism Program Budget**

Ms. Churchard addressed the request for a review of the out of budget operating budget for FY 18/19. She came to the Commission in December and presented on this topic, with consensus from the Commission to include this in the budget. Since then, there have been requests to add items. New items include a district matching marketing fund (new program request) for \$100,000, which would be similar to what is done with event funding. A pilot with the Scottsdale Gallery Association was exercised with General Fund marking monies. There are a few economic development opportunities for small businesses, particularly in the Downtown that were asked to be in the budget. This stems from the Downtown Scottsdale 2.0 study. One of these is a \$100,000 technical assistance grant program. There is an economic development training and mentorship provider opportunity for \$10,000 and a video promotion training program and consultancy services for \$24,000.

In terms of administrative research, they have added an economic development FTE for an economic development specialist. This person will oversee small businesses, particularly in the Downtown area. There are two requests for Museum of the West.

One is a \$200,000 one-time marketing ask, which was directed by the City Manager. There is also a matching fund program. This was in the original contract with Museum of the West, and it expired a year ago. It has been suggested to reinstate the \$400,000 match. Once Museum of the West receives \$400,000 in donations, they can submit the receipts and the City would provide an additional \$400,000 matching. Regarding the \$200,000 marketing ask and assuming TDC recommend it go forward, Mike Fox has been asked to come to the next TDC meeting in April to present the actual marketing plan.

In response to a question from Commissioner Grupp, Ms. Churchard stated that the presentation would first be given to the TDC and then presented for approval by City Council in June. There would be one lump sum of \$3.2 million, which includes the \$750,000 for Canal Convergence.

Commissioner Grupp referred to the video promotion and asked for clarification that they would cover \$24,000 and the ask would be for the other half. Ms. Churchard stated that the program just started this year. There was an investment split of \$6,000 each. In the next fiscal year, there would be an investment of \$24,000, entirely from bed tax.

Commissioner Grupp asked whether the full-time Economic Development position would be under Economic Development or Tourism and Events. Ms. Churchard stated they would report to Economic Development, which is part of the administration package. City Council will be reviewing Policy 21-A tonight. Assuming they approve this, the administration funds increase from \$500,000 to \$800,000. Commissioner Grupp said he was confused on why Tourism would pay for Economic Development positions, especially when dedicated Tourism staff positions are needed. Ms. Churchard said that included in the package for administration is a full-time employee for the Tourism Department. In terms of moving forward the Downtown Scottsdale 2.0 study's recommendations on economic development, there would have to be General Fund appropriation for economic development. She was directed to ask the TDC if they would recommend funding through the bed tax.

Commissioner McKenzie stated that Museum of the West came to TDC in the fall and asked for \$500,000 to cover their shortfall. He asked for the sum total of what Museum of the West would be asking for in 2018/19. Ms. Churchard stated they would be asking for \$600,000 – \$200,000 for marketing and \$400,000 for the matching program. The City Manager stated that the \$200,000 was a one-time and the \$400,000 should be looked at as potentially ongoing funding.

Commissioner Ashmore inquired as to what will occur if the TDC does not approve some of the line items with Xs next to them and what happens with the requests for funds. Ms. Churchard stated that the budget is actually the City Manager's budget. He puts the packages together and with the Budget Director, they present the budget to City Council. Ms. Churchard would communicate with him in terms of whether the TDC was interested in those items being unfunded. It is City Council's ultimate decision to approve the full budget.

Commissioner Grupp commented that he likes the District matching marketing funds. He asked for more information on the Technical Assistance item for \$100,000. Ms. Churchard said the Technical Assistance Matching Grant Program is for small

businesses specifically in Downtown. The full program has not been outlined as yet. The Downtown 2.0 study included ideas pertaining to architectural, engineering, adaptive reuse of vacant structures and other concepts.

In response to a question from Chair Dillenbeck, Ms. Churchard stated that she did not know whether the City of Phoenix operates their program out of Tourism funds, but she would find the information. Chair Dillenbeck referred to the District matching/marketing fund and asked what types of businesses beyond the arts would benefit. Ms. Churchard said this is a very good question. The draft criteria, which will be brought to the Commission in the next month states that it cannot be just one type of business or retail, but must be a mixture. In response to a question from Chair Dillenbeck, Ms. Churchard confirmed that the matching funds will be capped.

Commissioner Hill referred to the District's matching marketing fund, quoting the description, "It's a new program to enhance marketing of neighborhood districts," and asked for identification of the neighborhood districts. Ms. Churchard stated the neighborhood districts refer to areas such as Main Street, Arts District, Fifth Avenue, Historic Old Town, Entertainment District, Fashion Square District. The concept will be based on the eight districts that Experience Scottsdale markets and the City has also adopted. Joint marketing is taking place, with the Tourism Department marketing more towards the Metro Phoenix area; Experience Scottsdale focuses on out of state marketing.

Commissioner Hill asked for clarification on the training and mentorship provider funding to ensure the program continues, specifically whether small business is being supported within a strategic area.

**COMMISSIONER ASHMORE MOVED TO APPROVE THE BUDGET AS PRESENTED, WITH THE EXCEPTION OF THESE ITEMS: TRAINING AND MENTORSHIP PROVIDER, VIDEO PROMOTION, CONSULTANCY SERVICES, TRAINING PROGRAMS AND ECONOMIC DEVELOPMENT FTE COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ONE (1). COMMISSIONER GRUPP DISSENTED.**

#### **6. Scottsdale Stadium Design Build Project Funding Request**

Bill Murphy, Community Service Director, stated that currently the City has a contract with the Giants that goes through 2025 with two five-year extensions. In 2015, the City had conversations with the Giants about beginning a master plan process. Capital Improvement funds were utilized, which is derived from per-ticket sales during spring training. The first portion of the master plan is focused on the facility for the Minor League operations at Indian School Park. Areas of focus included addressing baseball improvements, including the fan experience in regards to seating, shading and accessibility throughout the stadium. Another focus is stadium enhancements to be a year-round special event venue.

Kroy Ekblaw reviewed the Master Plan by number and location, including:

- Left field and restrooms

- Right field/baseball
- Right field/Charros and concession platforms
- Seating bowl/shade
- Press level/administration
- Southwest entry and parking
- Clubhouse

Mr. Murphy stated that an estimator has been working with the Design Group and the estimated cost is approximately \$60+ million. The reason for the extension is the need to phase the project, due to commitments for Spring Training and other events in the fall. Factors that may affect this include labor and purchases for needed materials. An important consideration is the age of the facility. There may be building code changes to meet for electrical, HVAC, et cetera. In terms of baseball, the Giants this year had 190 players report for minor league, and 73 players report to the big league camp at the stadium. The Giant Minor League system is in Scottsdale throughout the year. They will have two teams here this summer. Negotiations with the Giants are underway for an extension of the contract. Areas of exploration/negotiation include:

- Capital costs
- Capital funding sources – to be determined early 2018
- Maintenance and operations – managed by Scottsdale
- Target term of agreement – up to 35 years

It is anticipated that construction will begin next spring after Spring Training. First areas of work include:

- Clubhouse to be open in January, 2020
- Full improvements by January, 2021

In order to meet the schedule, the following tasks must occur:

- RFP release this week
- Design/build team selection by June
- Design to start in July
- First phase construction in April, 2019

The TDC is being asked to approve \$5 million to initiate the design and construction strategies moving forward. The issue is on the City Council's agenda tonight and will be presented at that time.

Vice-Chair Hill commented that the inclusion of special event space is a good idea. She inquired about plans to mitigate parking challenges. Mr. Murphy said that parking will be addressed during further development. Currently, they are concentrated on the design. Vice-Chair Hill noted that Downtown merchants have mentioned that the schedule is lighter this year. She asked who negotiates the schedule and how many games will be played at the stadium. Mr. Murphy stated that the Spring Training season began in February. By contract, the Giants are required to have 16 games.

Vice-Chair Hill asked whether the reference to event planners refers to people who put on events or audio visual or production companies, who actually do the events. Mr. Murphy stated two focus groups have taken place with planners. They hosted the Penn State Pep Rally through Experience Scottsdale's relationship at the stadium. There was a group of approximately 14 special event planners, who provided feedback on data gathering, hook-up requirements, furniture needs, amenities and accessibility. Vice-Chair Hill stated that typically, facilities do not have sufficient electrical, loading access and have not thought out lighting requirements. She suggested an in-depth discussion with an audiovisual/production company regarding electrical needs.

Vice-Chair Hill asked about the configuration of the clubhouse extension. Mr. Murphy stated that it will include 10,000 to 12,000 square feet of available space. In response to a comment from Commissioner Grupp, Mr. Murphy confirmed that expansion of the kitchen facilities is in the plan.

Commissioner Grupp asked whether the funds have been contributed to the stadium in previous years. Mr. Murphy stated that improvements done on the stadium fields came out of the capital improvement fund. The backfield netting is a CIP project currently. Most of the financial support has come from CIP funds. Parking improvements to the north are also included in the current CIP. In response to a question from Commissioner Grupp, Mr. Murphy said that the cost for the field renovation was \$750,000 with \$9,000 used to move some vendors off the concourse on the upper level near the Charros.

Chair Dillenbeck asked how many days per year the stadium will be available to host events. To her understanding, due to the number of commitments, there are very few days that events can be held. Mr. Murphy said that the fields were over-seeded in September. There is light use request during that time period. As long as the rye grass is down, they have been able to host the fall league, which usually goes to nearly November. Because they have gone to an earlier seeding program, they have been able to offer opportunities for commercials or special uses. He was unable to provide the exact number of days available.

Chair Dillenbeck asked who will be responsible for booking and selling the additional event space. Mr. Murphy stated that these issues are currently being discussed in terms of a business plan through the division, in conversation with the Giants and the Charros.

Chair Dillenbeck asked about the timing in terms of waiting until the week before the RFP issuance to request funding. Mr. Murphy agreed that the appearance of this looks awkward, however there have been regular meetings to finalize the master plan. Putting out an RFP will be a six-week process. Evaluation of the RFPs will take additional time. They are building in adequate time to hold interviews and complete the procurement process.

In response to a question from Commissioner Grupp, Mr. Geiogamah confirmed that this is the single largest financial commitment by the TDC in terms of one single allocation. Commissioner Grupp stressed the need for a clear marketing strategy in order to ensure success. Commissioner Hill commented that WestWorld was also promoted originally as a multiuse facility. The stadium renovations are very positive. However, she recommends that there be attention to set-up of electrical needs in terms of events.



Chair Dillenbeck read three written comment submissions, all in support of the stadium improvements. The comments were received from: Dennis Robbins, Dan Postal and Kevin Bolinger. She read the comments into the record.

**COMMISSIONER GRUPP MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF \$5,000,000 FOR THE SCOTTSDALE STADIUM DESIGN BUILD AS PRESENTED. VICE-CHAIR HILL SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ONE (1). COMMISSIONER ASHMORE DISSENTED.**

Commissioner Ashmore clarified his dissention, in that he supports Spring Training and the Giants and believes this is a vital part of tourism in our community. He also believes this funding request is a capital item and should not be funded by tourism dollars given the following:

- There were no specifics provided in the presentation regarding increased attendance anticipated should the renovation occur.
- The direct question Commission Grupp asked as to whether this funding was required for the extension of the contract with the city was not answered.
- There was no hard data provided as to how much tourism business (events, festivals, etc.) currently being turned away or lost as a result of the stadium facilities being antiquated.
- There were no specifics offered as to who would be booking/selling the new facilities, nor what the specifics (dimensions, etc.) would be of the space.

Chair Dillenbeck asked if there was a way to alert City Council of the concern of Commissioner Hill regarding the building process, so it can be built into the planning. Mr. Murphy stated that he could draft a memo containing the TDC's comments into a memo to City Council. Mr. Ekblaw said this could also be built into the RFP.

## **7. FY 2018/19 City Event Support Funding Programs**

- a. Matching Event Funding Program**
- b. Community Event Funding Program**
- c. Event Venue Fee Program**
- d. New Event Development**
- e. Multi-Year Community Event Funding Program**

Mr. Geiogamah stated that the process has begun for the annual review for the Tourism Event Funding Program. There are currently four programs. The Commission Event Working Group initially met as part of this process. Quite a bit of time in the last two years has been spent updating and enhancing the programs. Significant changes are not anticipated this year. Staff will return to the TDC next month with the contracts, programs, applications and post-event report reviews for approval and recommendation to move ahead to City Council. Changes discussed include:

- Separate the multi-year community event funding program from the standard community event program format and clarify qualifying criteria to include events entering 40 years in Scottsdale plus
- Consider three-year new event funding program agreements

- Enhance the review process by providing post event reports to the Commission prior to TDC event funding recommendations and initiate event intercept surveys at new events.

There were also discussion on the following non-funding criteria based on feedback received over the past year:

- Events that span the duration of more than two consecutive weekends
- Events not lasting at least one full day (6 hour minimum)
- Static exhibits
- Fundraising projects
- Conferences, symposiums

Staff will meet with the Event Working Group one more time before bringing back programs next month for recommendation.

Commissioner Grupp referred to the conferences and symposiums. There has been a great deal of conversation regarding tourism-centric conferences, which would bring influencers into the market to showcase Scottsdale. He asked whether this category is included. Mr. Geiogamah said it could potentially be included. However, there are potential issues with the gift clause possibly benefitting one property over others.

Commissioner Ashmore commented that when the Commission receives presentations such as this, it would be helpful if some of the items Commissioners continually ask about were included in the information. Perhaps there can be a discussion at some point to identify these criteria. Mr. Geiogamah said that staff is always trying to expedite the process. This is one of the reasons for considering multiyear new event agreements.

Chair Dillenbeck noted that she sits on the Event Working Group. The new form has made the process a great deal easier.

## **8. Experience Scottsdale Second Quarter Performance Measure Report**

Rachel Pearson, Experience Scottsdale stated that a takeover campaign was run in Los Angeles for the first time this past fall in Santa Monica Place, the location of 650,000 shoppers each month. At the same time, there were wallboards along Sunset Boulevard and Hollywood Boulevard. Promotions were also run on broadcast and cable television in Los Angeles around the same time. Soon after was the sixth annual holiday campaign. This year, there were approximately 106 percent more page views for the campaign than the year prior. In the six years since starting the holiday campaign, occupancy in November and December has increased over 15 percent. For the convention sales, booking were 10 percent above the same time frame the year prior, bringing in over 285 meetings. During next month's TDC meeting, there will be more shared in terms of 20-year partnership with the Fiesta Bowl. During the first six months, the communications team generated almost 500 articles about Scottsdale and brought in over 90 journalists to the area. The tourism team has met with tour operators and over 2,200 travel agents from 21 countries through trade shows, one-on-one meetings, and product trainings. They have been working the public relations team and the Arizona Office of Tourism to generate additional buzz about the new Condor flight coming from

Germany. Commissioner Ashmore expressed thanks to the team for all they do to support tourism in the community. Chair Dillenbeck echoed the thanks.

## **9. Staff Reports**

- a. Staff Bed Tax Collection Report**
- b. Staff Bed Tax Hotel Classification Report**
- c. Bed Tax Proforma**
- d. Smith Travel Report**
- e. Lodging Regional Report**
- f. Program Updates**

Mr. Geiogamah reviewed the Bed Tax Collection Report. He commented that although there is a substantial increase in January collections, the year-to-date bed collections of 11 percent is more reflective of the comparison year over year. Michael Gugisberg explained that the process has finally come full circle, with state administration, which explains the large increase reflected this month. Going forward with the rest of the fiscal year, there should be more of an apples to apples comparison.

Chair Dillenbeck referred to Table 2 and noted that it shows nearly \$1 million less in taxes due than what the State shows. The question is whether the City is on target to meet its revenue projection. Michael Gugisberg explained that Table 2 just shows the hotels classified as either resort, full service or limited service and does not include vacation rentals, which are not in a classification as a hotel.

Ms. Churchard said she is working with Experience Scottsdale and Sally Sergeant, who was hired by the Arizona Cardinals and the Bid Committee to put in a resolution for the City to support a bid for the 2023 Super Bowl. This will be on the April 10 consent agenda. She is also working on a letter from the City Manager on facilities that could potentially be used by the NFL. The NFL owners will be voting on this in May. It is her understanding that Arizona is the only state that has been asked to bid on 2023.

Commissioner Ashmore asked whether he and Commissioner McKenzie must recuse themselves from votes, as representatives of hotels who must sign the Super Bowl contracts. Mr. Geiogamah said he would have to research to determine how this was handled in the past. Commissioner Grupp inquired as to whether the ask for Scottsdale would be similar as in previous years. Ms. Churchard said it would be similar or greater. Chair Dillenbeck stated her understanding that it would be over \$1 million. Ms. Churchard said it was \$650,000 for the 2015 event. In terms of the last hosted Super Bowl, the budget for the Arizona Super Bowl Host Committee was \$25 million. Houston's budget was \$65 million.

## **10. Public Comment**

There were no comments.

## **11. Identification of Future Agenda Items**

Mr. Geiogamah stated that staff will be bringing back the event funding programs. There will be an update from the Downtown Ambassadors and Mapping Program. Experience Scottsdale will bring the destination marketing guide for initial review. There will also be an update for the Museum of the West marketing plan.

Chair Dillenbeck requested a Fiesta Bowl, Scottsdale, Parada and the Rodeo recap. She hopes to also receive an answer regarding advertising opportunities on the trolley.

Mr. Geiogamah noted that the seventh Commissioner should be seated at next months meeting.

## **12. Adjournment**

The meeting adjourned at 10:06 a.m.

SUBMITTED BY:

eScribers, LLC